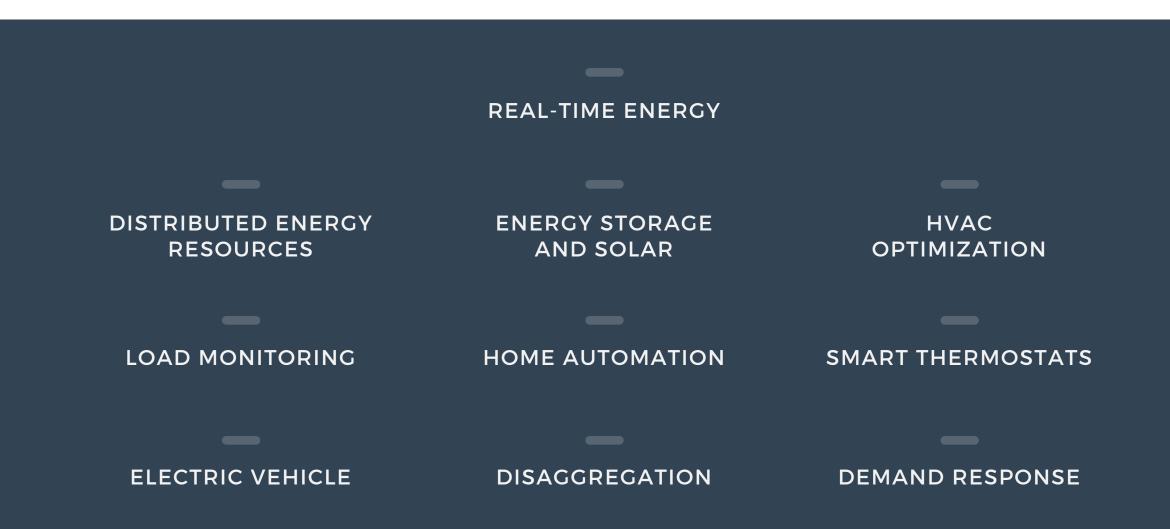


Evolving H.E.M.

Emmett Romine - SVP, Business Development

eromine@powerley.com

HOME ENERGY MANAGEMENT



A new relationship with Consumers is possible, provided we solve the following:

1. Reorient our focus

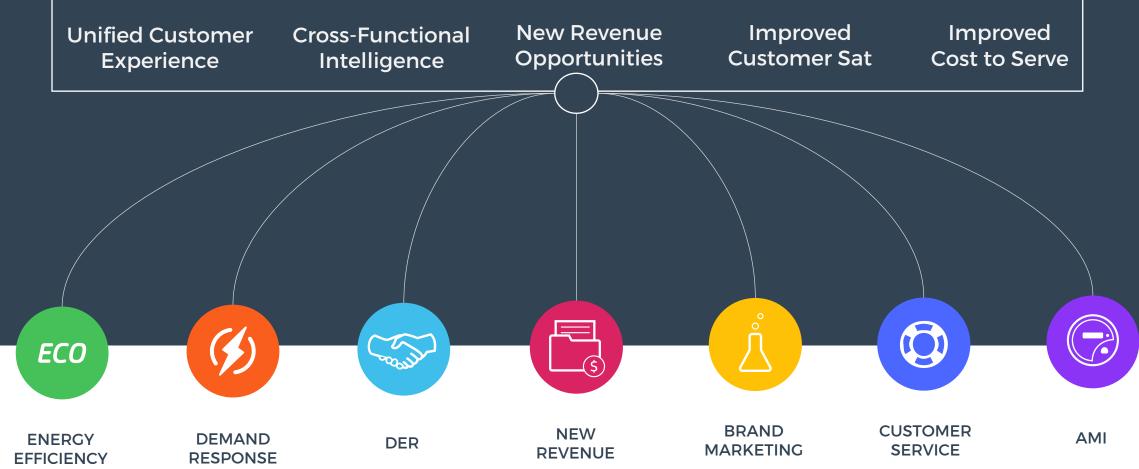
2. Connect the disconnected

3. Increase the velocity of innovation



Focusing on utility problems rather than the consumer

CONSUMER VALUE PROPOSITION



Reorienting focus and breaking down the silos

SMART GRID **SMART HOME** DISCONNECTED SILOED SOLUTIONS **DISCONNECTED FROM** WITH LIMITED ABILITY TO ACT THE SMART HOME

CONNECTING TECHNOLOGIES: EXPONENTIAL VALUE



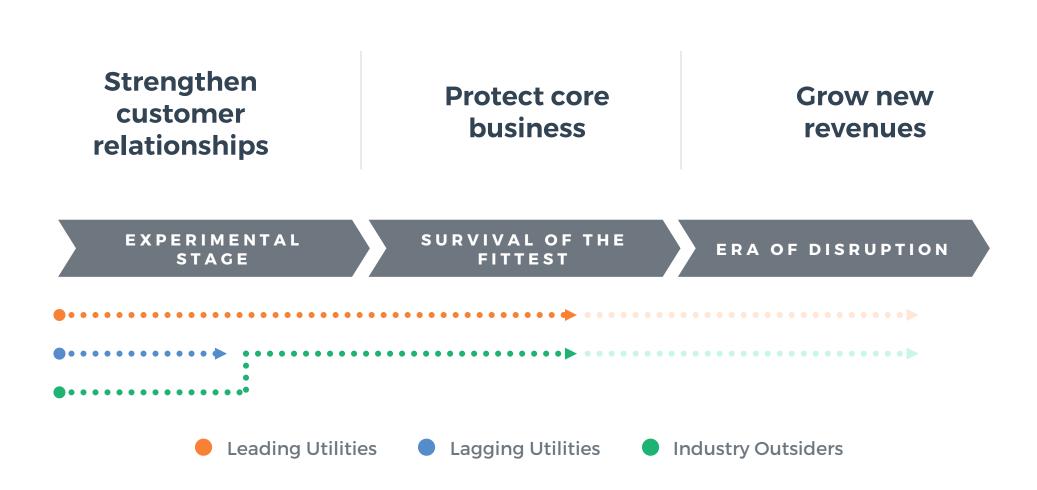
Optimization

Intelligent Demand Response Engagement & Satisfaction

Control & Automation

Appliance Health Monitoring

THE BATTLE AHEAD



INNOVATE FASTER, TOGETHER

Traditional Program

5 Years

DTE Energy 1st Gen

3 Years

••••••

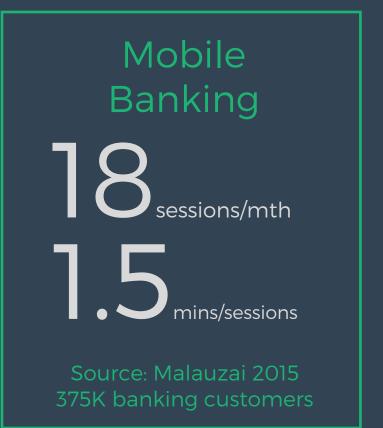
DTE Energy 2nd Gen

1 Year

••••

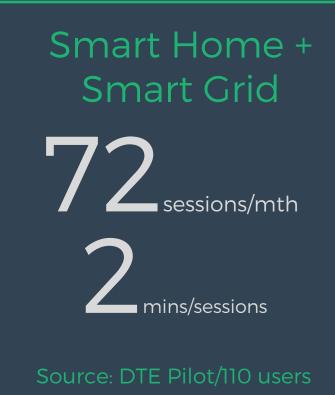
Pilot Program 8 Weeks

CREATING VALUE AND ENGAGEMENT



Energy Management 16 sessions/mth 78 mins/sessions

> Source: DTE Insight 2014 - present



CONNECT THE SMART GRID TO THE SMART HOME





eromine@powerley.com